



LE GROUPE LA POSTE

COMMUNICATIONS DIRECTION  
PRESS OFFICE

## PRESS RELEASE

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### **“La Poste 2020: Conquering the Future” A new governance to enhance development**

**In line with the schedule unveiled on 28 January, when the main themes of the strategic plan “La Poste 2020: Conquering the Future” were presented, Philippe Wahl, Chairman and CEO of Le Groupe La Poste, presented the corporate governance principles to be implemented in order to spearhead this development project.**

The previous organisation of Le Groupe La Poste dates back to 2003 ; it led to the Group’s organisation by business line (Mail-Parcels-Network-Financial Services) and to the increased accountability of operational managers. This governance was decisive in spearheading the company’s major modernisation projects (overhaul of the industrial Mail system, creation of La Banque Postale, modernisation of post offices, development of Parcels-Express in France and internationally, etc.) in a universe that had become fully competitive.

Today, faced with the divergence of its model due to the combined effects of the digital revolution and the economic and financial crisis, the Group commits to a new strategic plan, and adopts the organisation needed for its development project.

**La Poste will be organised around a strong group and 5 business units. The Group will ensure strategic and financial management of its business units based on the creation of strategic committees for each one of them. These committees will be open to outside persons.**

#### PRESS CONTACT

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Each business unit is responsible for a number of the main priorities in the strategic plan:

- Mail-Parcels-Home Services: the development of the postman’s new services
- La Banque Postale: continued commercial development, particularly on the professional market

- GeoPost: expansion of a hybrid BtoB and BtoC express network in Europe
- The Network La Poste: development of services and new forms of postal presence
- Digital: the Group's digital transformation, with the creation of a separate digital business unit, bringing together all digital activities, and led by Nathalie Andrieux, Senior VP in charge of digital.

While continuing to pursue their respective objectives, these five business units will also aim to **develop new synergies**. Thus the **closer ties between La Banque Postale and The Network La Poste will reach a new stage with the following projects: consolidation of commercial lines, creation of a joint HR Direction and establishment of a Bank/Network school.**

**Likewise, the incorporation of ColiPoste into the Mail business unit, announced in January, will enable new synergies to be developed.**

**Philippe Wahl also decided to task members of the Executive Committee with coordinating five shared high-priority major projects to conquer new territories, and two strategic projects:**

Five shared high-priority major projects:

**Energy transition** : Nicolas Routier, Senior VP, in charge of Mail, Parcels, and Home Services

**E-Commerce** : Paul-Marie Chavanne, Senior VP, Chairman of GeoPost

**Modernisation of public action** : Jacques Savatier, Senior VP, in charge of regional development and corporate governance bodies

**Urban and City Logistics** : Paul-Marie Chavanne

**Digital Brand and individual customer knowledge**: Nathalie Andrieux, Senior VP, in charge of digital.

Two strategic projects :

**Negotiation of the social pact**: Sylvie François, Senior VP in charge of Human Resources and Employee Relations

**Reducing the cost of head offices and structures** : Yves Brassart, Senior VP, Chief Financial Officer

**Philippe Wahl has made the following appointments<sup>1</sup> :**

- **Nathalie Collin** is appointed Senior VP, Communications Director of Le Groupe La Poste.
- **Yves Brassart** is appointed Senior VP, Chief Financial Officer of Le Groupe La Poste. He takes over from **Xavier Girre**, who joined the management team at XAnge Private Equity (a subsidiary of La Banque Postale) with its founder Hervé Schricke.

To stimulate innovation at the heart of the “La Poste 2020: Conquering the Future” strategic plan, the Group will strengthen the resources of XAnge Private Equity to speed up the development of the venture capital business and to create START'INPOST, a start-up accelerator within the digital business unit.

Finally, La Poste has launched a competition intended for its employees: “20 projects for 2020.” This competition is designed for employees who have a plan to create a new business for the Group or a new service to offer customers. After being selected by a jury, the winning projects will be given the operational and financial resources needed to launch them.

Le Groupe La Poste will present the financial trajectory of its strategic plan at the end of June.

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<sup>1</sup> See biographies below

## **NATHALIE COLLIN IS APPOINTED SENIOR VP, COMMUNICATIONS DIRECTOR OF LE GROUPE LA POSTE**

Philippe Wahl, CEO of Le Groupe La Poste, has appointed Nathalie Collin as Senior VP, Communications Director of Le Groupe La Poste. As such, Nathalie Collin is now a member of the Executive Committee. She will take office on 28 April 2014.

She takes over from Vincent Relave, who left the Group at the end of 2013.

### *Biography:*

**Nathalie Collin**, 49, holds a degree in Business Law and Taxation, and a diploma from ESSEC (Ecole Supérieure des Sciences Economiques et Commerciales - College for Economics and Business). She began her career in 1987 as a consultant at Arthur Andersen before joining the Cité mondiale des vins et spiritueux (World wines and spirits City) in 1990 as Financial Director.

In 1993, Nathalie Collin became CFO Europe at Interleaf. In 1997, she joined Virgin Music France as CFO before becoming Chief Operating Officer. In 2002, she joined EMI Music France where she held the successive positions of Chief Operating Officer (2002-2007), Deputy Chair (2007-2008) and Chair (2008-2009).

In 2009, she became co-Chair of the Management Board of French daily newspaper Libération before joining the Nouvel Observateur Group as Chief Operating Officer and Co-Chair of the Management Board since 2011.

Nathalie Collin is also Chair of the Google Fund for Digital Innovation in the press, Chair of the Magazine Press Publishers' Union (SEPM) and Chair of the Association of General and Political Information Press (AIPG). She is also a Director of the public establishment Cité de la musique, of Il Secolo XIX and of the French Higher Council of Press Distributors (CSMP).

## **YVES BRASSART IS APPOINTED Senior VP, CHIEF FINANCIAL OFFICER OF LE GROUPE LA POSTE.**

Philippe Wahl, CEO of Le Groupe La Poste, has appointed Yves Brassart as Senior VP, Chief Financial Officer of Le Groupe La Poste. As such, Yves Brassart is now a member of the Executive Committee. He will take office on 7 April 2014.

He takes over from Xavier Girre, who joined the management team at XAnge Private Equity (a subsidiary of La Banque Postale) with its founder Hervé Schricke.

### **Biographies:**

**Yves Brassart**, 53, is a former student of ENSPTT (École nationale supérieure des postes et télécommunications, College of Post and Telecommunications), graduating from EDHEC (School of Business Studies, 1981) and the Paris Institute of Political Studies (Institut d'Etudes Politiques de Paris). He holds a Postgraduate Accounting Studies Diploma (DECS). Working at La Poste since 1987, he held the successive positions of Marketing/Commercial Chief Financial Officer for Mail at the Head Office (1987-1993) and CFO of La Poste for West France (1993-1999). In 1999, he became Chief Financial Officer of La Poste Financial Services before also becoming Chief Financial Officer of the post office network from 2001 to 2003. In 2004, he helped create La Banque Postale, and on 1 January 2006, he became its Chief Financial Officer and a Member of the Executive Committee. In 2011, he was appointed as Director of Finance and Strategy at La Banque Postale, member of the Operating Committee and then of the Management Board in 2013.

**Xavier Girre**, 45, is a graduate of the HEC business school and the Paris Institute of Political Studies. He holds a degree in Business Law. A former student at ENA (School of Administration - René Char year), he began his career in 1995 as an auditor at the French Court of Auditors. Three years later, he was appointed as a public auditor and joined Dalkia (Vivendi Environnement group) in 1999, taking up the post of Special Adviser to the Chairman. In 2002, he was promoted to Director of Audit at Vivendi Environnement, which became Veolia Environnement in 2003. From 2004, he also headed up the risk management division, covering audit, risk management and insurance. In 2007 he was appointed as Chief Financial Officer then Senior VP in charge of finance, information systems, purchasing and risk management at Veolia Transport. In 2011, he became Chief Financial Officer of Veolia Environmental Services and Executive Director for Central Europe. From November 2011, Xavier Girre was Senior VP, Chief Financial Officer of Le Groupe La Poste.

